

**Privacy Act Statement.** Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public. Finally, the Attorney General intends, at the earliest possible opportunity, to make these public documents available on the Internet on the Department of Justice World Wide Web site.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant RICHARTZ FLISS CLARK + POPE, INC. 317 MADISON AVENUE NEW YORK, NY 10017		2. Registration No. 5623
3. Name of foreign principal BELIZE TOURISM BOARD	4. Principal address of foreign principal CENTRAL BANK BUILDING LEVEL 2, GABOUREL LANG P.O. BOX 325 BELIZE CITY, BELIZE	
5. Indicate whether your foreign principal is one of the following: <input checked="" type="checkbox"/> Foreign government <input type="checkbox"/> Foreign political party <input type="checkbox"/> Foreign or domestic organization: If either, check one of the following: <div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Association</div><div><input type="checkbox"/> Committee <input type="checkbox"/> Voluntary group <input type="checkbox"/> Other (specify) _____</div></div> <input type="checkbox"/> Individual-State nationality _____		
6. If the foreign principal is a foreign government, state: a) Branch or agency represented by the registrant. BELIZE TOURISM BOARD b) Name and title of official with whom registrant deals. MINISTER MARK ESPAT, DIRECTOR TRACY TAEGAR		
7. If the foreign principal is a foreign political party, state: a) Principal address. b) Name and title of official with whom registrant deals. c) Principal aim		

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

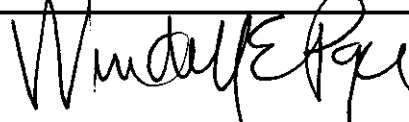
Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A November 9, 2001	Name and Title WENDELL POPE, PARTNER	Signature 
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**INSTRUCTIONS:** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant

Richartz Fliss Clark + Pope

2. Registration No.

5623

3. Name of Foreign Principal

Belize Tourism Board

Check Appropriate Boxes:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

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8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☐ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political interests, policies, or relations of a government of a foreign country or a foreign political party.



# Belize Tourism Board

LEVEL 2, CENTRAL BANK BUILDING, GABOUREL LANE,  
P.O. BOX 325, BELIZE CITY, BELIZE  
TEL: 501-223-1913 • FAX: 501-223-1943  
E-MAIL: btbb@btl.net • INTERNET: www.travelbelize.org

April 7, 2004

Mr. Wendell Pope  
Richartz, Fliss, Clark & Pope  
317 Madison Avenue  
New York, NY 10017  
USA

Dear Mr. Pope,

**Re: 2004/2005 Public Relations & Advertising Agreement**

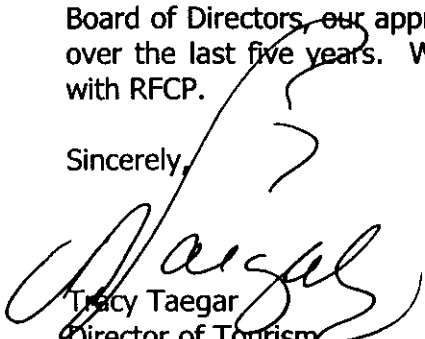
This letter serves to notify you that the Belize Tourism Board wishes to renew its agreement with Richartz, Fliss, Clark & Pope for the fiscal year April 1<sup>st</sup> 2004 to 31<sup>st</sup> March, 2005.

We would like to maintain our existing agreement, as per attached.

Please indicate whether Richartz, Fliss, Clark & Pope is in agreement, and wishes to retain the Belize Tourism Board as its client for the coming year. Your signature below, and on the attached contract, will indicate confirmation of such.

At this time, I would like to express to you, on behalf of the Management, Staff and Board of Directors, our appreciation for your dedication to Belize and its tourism growth over the last five years. We certainly look forward to a continued fruitful relationship with RFCP.

Sincerely,

  
Tracy Taegar  
Director of Tourism

Confirmed for Richartz Fliss, Clark & Pope

By: Mr. Wendell Pope

Signature: 

Date: 



# Belize Tourism Board

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## **2004-2005 AGENCY CONTRACT** **ADVERTISING & PUBLIC RELATIONS** **AGREEMENT BETWEEN BELIZE TOURISM BOARD AND RICHARTZ, FLISS, CLARK & POPE**

The Belize Tourism Board reserves the right to contract services, even those outlined in the contract, to other service providers as necessary.

### **1. AGENCY SERVICES:**

In consideration of the compensation provided below in Section 3, Richartz Fliss Clark & Pope will provide the following services to Belize Tourism Board:

- A. Consultation on the Client's marketing, and public relations programs;
- B. Development of communications plans, advertising ideas, media plans and cost estimates;
- C. Advertising copywriting and art direction;
- D. Supervision and purchase of photography, artwork, typography and production materials for use in advertising, sales promotion and collateral programs;
- E. Recommendations for the selection of production houses for films, videos, radio/tv commercials, audio-visual presentations, web sites and interactive media programs;
- F. Analysis, selection and negotiation of the purchase of media space and time;
- G. Preparation and issuance of instructions to the media;
- H. Checking of insertions of space and the broadcast of advertising time to ensure that it runs/airs as ordered, and providing copies to the client of publications or programs containing advertisements or relative programs;
- I. Securing of credits or adjustments due from the media;
- J. Recommendation, supervision and purchase of marketing and advertising research studies, surveys and tests; and
- K. Development and implementation of public relations plans and cost estimates;

### **2. APPROVALS:**

The Agency should provide to the Client on the commencement of this agreement a schedule of activities to be carried out by the Agency on behalf of the Client and both parties hereto agree that they may vary the aforementioned schedule after consultations and mutual agreement.

No expenditures or commitment will be made by the Agency to media, suppliers or other outside parties on behalf of the Client without the approval of the Client. If initial approval is obtained verbally, confirming approval must be obtained in writing. Contact reports from the Agency recording such verbal approval shall be deemed to be written confirmation of Client's approval.

*Mother Nature's Best Kept Secret*



### **3. COMPENSATION:**

All compensation paid by the Client to the Agency shall be in United States of America dollars. The Client will pay the Agency for all space, time, materials and services purchased or performed for Client. Client will compensate the Agency for its services in accordance with the following billing practices:

Media expenditures will be charged to the Client at the gross rate where 15% agency commission is allowed, and at the net rate plus 17.65% where the media does not provide for agency commission.

The Agency will charge net plus 17.65% for all advertising production costs such as photography, artwork, negatives, film stock and processing, photostats, color prints and other such advertising production materials.

The Client will pay the Agency an annual retainer for Public Relations services of US\$130,500 in 12 equal monthly payments of US\$10,875 beginning April 1, 2004. All out-of-pocket expenses will be billed net to the Client.

For all Client approved sales promotion, collateral, direct marketing and other non-media projects, the Agency will charge the Client the net production costs plus applicable Agency time-of-staff charges estimated and approved by the Client prior to the project's start.

### **4. BILLING AND PAYMENT:**

The Agency will submit bills monthly. The terms of payment are based on the understanding that the Client's funds shall be in the Agency's hands in time to make timely payment to the media and other suppliers, in accordance with the generally recognized principle that Agency will not be required to finance the advertising program of the Client.

For media advertising, the Agency will provide the Client with a specific payment due date for media offering a cash discount. Production, time-of-staff, collateral and other non-media expenses will be billed to the Client as costs are billed to the Agency, and are due upon receipt of invoice.

The benefit of any cash discount made available to the Agency will be made available to the Client provided payment is in the Agency's hands by the date specified on the invoice.

Out-of-pocket costs will be billed net. Out-of-pocket expenditures include transportation, hotel, meals, taxi, phone, messenger, and expediting costs. All travel expenses will be estimated and approved in advanced by the Client.

### **5. TERM & TERMINATION:**

The term of this agreement shall be the period beginning April 1, 2004 and ending March 31, 2005. During the term of this agreement, either party may terminate this agreement with ninety (90) days prior written notice to the other party.

In the event of termination of this agreement, it is agreed that the Agency will receive its regular commission on all television and radio advertising which is aired during the notification period, and on all printed media placed by the Agency having closing dates during the same period. Agency will bill the Client as provided herein for all other advertising materials and services authorized by the Client and procured or performed by Agency.

Upon the expiration of the period of notice, to the extent that third parties in interest refuse to release the Agency from its obligation, Agency shall be reimbursed for any costs incurred by the Agency in connection with noncancelable contracts made on the Client's authorization.

#### **6. INDEMNIFICATION:**

For projects prepared for the Client by the Agency, the Agency must secure waivers/letters of authorization from actors, photographers, and musicians in accordance with copyright laws.

The Client will indemnify the Agency and hold the Agency harmless with respect to any claims or actions instituted by third parties which result from the use by the Agency of materials furnished by the Client or where material created by the Agency is substantially changed by the Client. Information or data obtained by the Agency from the Client to substantiate claims made in advertising, sales promotion or collateral materials shall be deemed to be "materials" furnished by the Client. In the event of any proceeding against the Client by any regulatory agency or in the event of any court action or self-regulatory action challenging any advertising prepared by the Agency, the Agency shall assist in the preparation of the defense of such action or proceeding and cooperate with the Client and its attorneys. The Client will reimburse the Agency for any out-of-pocket costs incurred in connection with any such action or proceeding.

#### **7. OWNERSHIP OF MATERIALS:**

All plans for advertising, unique campaign ideas, slogans, copy themes, preliminary sketches, layouts, copy, finished artwork, television and radio commercials, research studies, surveys, tests and other advertising material prepared for the Client or purchased for the Client's account by the Agency and paid for by the Client in accordance with the terms of this agreement, shall be the exclusive property of the Client except to the extent that rights therein shall have been reserved by third parties including, but not limited to, actors, photographers and persons engaged or employed by the Agency to compose the words and/or music of musical composition used on behalf of the Client.

#### **8. TECHNOLOGY EXCHANGE:**

The agency agrees to work with companies in Belize, as identified by the Client, to facilitate the exchange of marketing communication information and expertise in the regular course of the provision of services by the Agency, as indicated in Section 1. Agency Services. The Agency agrees to utilize Belize vendors and suppliers whenever possible, provided that the necessary services are available in Belize at a reasonable price and that the quality level is deemed adequate, in the sole judgment of the Agency, for the specified purpose.

Confirmed for Belize Tourism Board:

BY:   
Tracy Torgar, Director of Tourism

DATE: April 19, 2004

Confirmed for Richartz, Fliss Clark & Pope:

BY:   
Wendell Pope

DATE: 4/7/04